

# **Use of Memes and Their Impact on Society: Comparison Between Japan and America**

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# Significance of the Study

## Quenton

- Different types of social media & user generated content in Japan
- Cultural associations & sense of comedy
- Why things become popular in social media

## Heather

- Development of memes
- Interest in design differences between Japan & America
- How interesting designs in Japan translate into meme culture

# Research Questions

1. What cultural differences influence the creation and circulation of memes in Japan and America?
2. What is the impact of memes on society in Japan versus America?





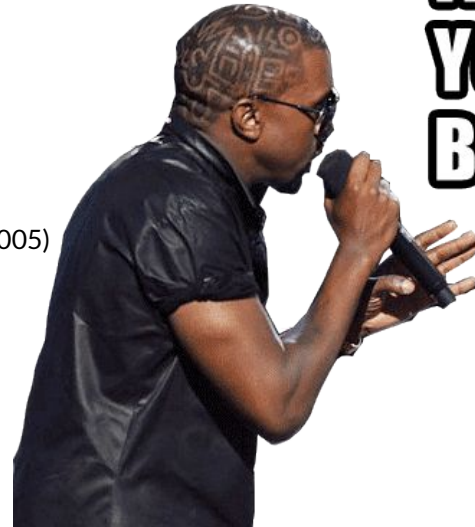
# Literature Review: Definition of a Meme

**Mimema** = Ancient Greek, “something imitated” (Börzsei, 2013)

**Internet Meme** = the posting, sharing, and remixing digital content to communicate jokes, emotions, & opinions (Rosa-Carrillo, 2015)

1. **High fidelity static memes** = replicated with very little variation
2. **Remixed memes** = replicated via evolution, adaptation, transformation of original (Knobel, 2005)

**Image macro** = most widely used meme (Börzsei, 2013)



**IMMA LET  
YOU FINISH  
BUT...**



**Meme  
Example**



# Literature Review: History of Memes

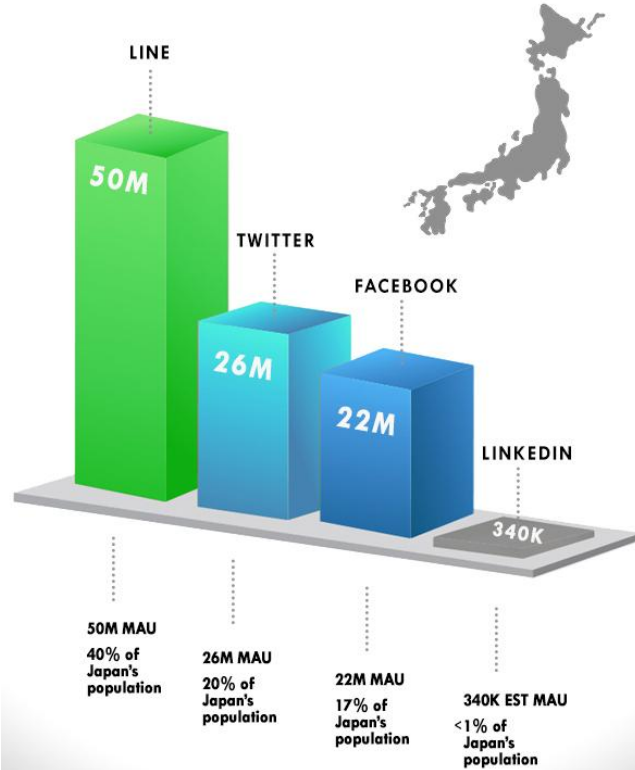
<b>1980s</b>	First meme = emoticon (Börzsei, 2013) Use of word “meme” to describe units of cultural evolution (Dawkins, 1989)
<b>1990s</b>	Photoshop makes creation of memes easier (West)
<b>2000s</b>	Increased use of Internet = increased number of memes (Börzsei, 2013)
<b>2006</b>	Emergence of LOLCats & Advice Animal memes (Börzsei, 2013)
<b>2009</b>	“Meme” emerges in mainstream (Rosa-Carrillo, 2015)
<b>2012</b>	Websites dedicated to cataloging Memes arise (Börzsei, 2013)



# Literature Review: Memes & Social Media

## Japan (Apex, 2015)

1. LINE = 40%
2. Twitter = 20%
3. Facebook = 17%



“Japan” Memes  
= 627

“America” Memes  
= 472

Total Memes  
= 14,678

## America (Statista, 2016)

1. Facebook 42.4%
2. Youtube 24.3%
3. Reddit 5.4%

# Literature Review: Discourse Analysis

- Dawkins, R. (1989) *The Selfish gene*. The first documented use of the word “Meme” and explanation of its use and how it relates to the evolution of Humans.
- Blackmore, S.J. (1999). *The meme machine*. Discusses memes as an idea, behavior or skill that can be transferred from one person to another.
- Shifman, L. (2013). *Memes in Digital Culture*. Discusses well known internet memes and their circulation as well as novel definition of internet memes.

# Research Method

## Survey

- Google Forms survey
  - Easy to distribute on web
  - Easy to create graphs
- Administered in both English & Japanese
- Maximum 20 questions

## Respondents

- Total: 60 University Students (ages 19-24)
  - 30 Japanese
    - 15 Male
    - 15 Female
  - 30 American
    - 15 Male
    - 15 Female

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**Questions?**